CALL SHEET FOR CHAIRMAN LUJÁN

DCCC Political Memo Call Sheet

TO: Chairman Luján
FR: Justin Myers, Northeastern Political Director (cell: 646.522.9137)
Date: Thursday, March 5th, 2015
Dept: Political
RE: Engagement Call – George Norcross

Date of Call: Thursday, March 5th, 2015

Purpose:

Please call New Jersey powerbroker George Norcross to engage him in the committee's goals both nationally and in his home state of New Jersey.

George Norcross
Phone:

Main Points and ASKs:

- The conversation should start by congratulating Mr. Norcross on the election of his brother Donald Norcross last November to represent New Jersey's 1st congressional district (Camden) formerly represented by Congressman Rob Andrews.

- Please thank Mr. Norcross for the support that both he and his family have given to the DCCC and the Democratic Party.

- Inform Mr. Norcross (he knows the map very well) that we have three districts in New Jersey that are a priority (LoBiando NJ-2, MacArthur NJ-3, Garrett NJ-5).

- Remind Mr. Norcross that in a presidential year there will be a spike in turnout amongst our base. In particular voters in South Jersey may be inundated with presidential ads played in the Philadelphia media market, which will help to raise the awareness of election-day and boost turnout in places like Vineland, Atlantic City, Pleasantville and Burlington.

- We need Mr. Norcross' help in recruiting top targets such as State Sen. Van Drew, to run in NJ-2. Ideally, he would call the recruits that we feel are the best and encourage them to run.

- Likewise it would be ideal if he could mention his support when asked by others in his powerful circle. This will help to validate our candidates with the political and donor classes.

Background:

George Norcross is amongst the most powerful non-elected opinion makers in both New Jersey and nationally. He has made it his personal mission to improve the quality of life in Camden and South Jersey as a whole. To that end he has used his fortune to influence politics on the county, state and federal level. It is well known that state legislators in South Jersey maintain their power against the more populous north by always voting as a bloc. This bloc of votes is controlled by Mr. Norcross and he uses many tools including independent expenditures, to maintain its influence.

Potential donors, endorsers and in some instances the press will look more favorably upon a candidate if they are fully support by Mr. Norcross.

Additional Background:

On Wednesday, October 15, 2014 Leader Pelosi attended a lunch benefitting the Donald Norcross for Congress campaign at the Tavistock Country Club in Haddonfield, NJ. At this lunch, George Norcross, who attended, and George and Donald's brother Phil Norcross, who was unable to attend, both gave $32,400 to the DCCC ($66,800 total) as part of Donald's DCCC Majority Makers commitment.

Leader Pelosi met with George on July 22, 2014 in New York City to discuss Donald's campaign and HMP support. George helped raise $370,000 in earmarked contributions for his brother, Rep. Donald Norcross in NJ-01. Including an additional, $425,000 from their other brother, Philip Norcross.

George Norcross Bio:

George E. Norcross III is an insurance executive, community leader, philanthropist and a Democratic Party leader in New Jersey.

Norcross currently serves as Executive Chairman of Conner Strong & Buckelew, a national insurance brokerage and employee benefits consulting firm based in Marlton, New Jersey and Philadelphia, Pennsylvania. He is Chairman of the Board of Trustees for Cooper Health System and Cooper

University Hospital in Camden, New Jersey, and has served as a Trustee since 1990. He led the effort to create the Cooper Medical School of Rowan University, the first new medical school in New Jersey in 30 years and to partner with the nationally renowned MD Anderson Cancer Center to create the MD Anderson Cooper Cancer Center.

Norcross has been a prominent political leader in New Jersey for over 25 years, since he became chairman of the Camden County Democratic Committee in 1989, a position he held until 1993. For many years, he has been named as one of the most powerful non-elected political figures in New Jersey by the website PolitickerNJ.com. He is a member of the Democratic National Committee.

George E. Norcross III is the brother of Hon. Donald Norcross, the representative for New Jersey's first Congressional district. George has two children, Lexie and Alex, and resides in Cherry Hill, New Jersey with his wife Sandy.